

ORDER

KSNV

Orders
Order / Rev: 107386
Alt Order #: 06860593
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 444
Flight Dates: 10/03/12 - 10/09/12
Original Date / Rev: 10/02/12 / 10/03/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: American Rambler Productions
Buying Contact:
Billing Contact:
 138 Conant St.
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Romney for President *Revised*
Demographic: A35+
Product Codes: PLC02-Republican
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	90	\$92,775.00	\$78,858.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	90	\$92,775.00	\$78,858.75	0.00
Totals	90	\$92,775.00	\$78,858.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	28%	\$92,775.00
Market	100%	\$331,339.29

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$82,834.82
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	28%	\$92,775.00
KTUD	0%	\$0.00
KVVU	14%	\$46,387.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$16,566.96

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/08/12	10/09/12	M-F 6-7a WakeUp w/WagM	6-7a		MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
M-F 6-7a WakeUp w/Wagners															
PLS AIR 1/DAY WAKE W/WAGNERS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----			2			\$700.00		0.00			

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E 1	KSNV	10/08/12	10/09/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
PLS AIR 1/DAY WAKE W/WAGNERS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$700.00		0.00			
E 2	KSNV	10/03/12	10/05/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	--W-F--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
PLS AIR 1/DAY WAKE W/WAGNERS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W-F--					2	\$700.00		0.00			
E 3	KSNV	10/03/12	10/05/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
PLS AIR 1/DAY TODAY SHOW - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$900.00		0.00			
E 4	KSNV	10/08/12	10/09/12	Today Show Today Show	CM	658a-9am	MT-----	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
PLS AIR 1/DAY TODAY SHOW - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$900.00		0.00			
E 5	KSNV	10/08/12	10/09/12	M-F Today Show II 3rd HBM M-F Today Show II	CM	9-10a	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
PLS AIR 1/DAY TODAY SHOW 2 - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$425.00		0.00			
E 6	KSNV	10/08/12	10/09/12	M-F Today Show III 4th HBM Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
PLS AIR 1/DAY TODAY SHOW 3 - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$325.00		0.00			
E 7	KSNV	10/03/12	10/05/12	M-F Today Show III 4th HBM Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
PLS AIR 1/DAY TODAY SHOW 3 - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$325.00		0.00			
E 8	KSNV	10/08/12	10/09/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
PLS AIR 1/DAY RACHEL RAY - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$325.00		0.00			
E 9	KSNV	10/03/12	10/05/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
PLS AIR 1/DAY RACHEL RAY - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$325.00		0.00			
E 10	KSNV	10/08/12	10/09/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
PLS AIR 1/DAY. NOON NEWS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$425.00		0.00			
E 11	KSNV	10/03/12	10/05/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
PLS AIR 1/DAY. NOON NEWS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$425.00		0.00			
E 12	KSNV	10/03/12	10/05/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
PLS AIR 1/DAY. DAYS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$425.00		0.00			
E 13	KSNV	10/08/12	10/09/12		CM	1258p-2pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00

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E 36	KSNV	10/06/12	10/06/12	Nevada Newsmakers - Ch.3	CM	5:00- 6:00am	-----S-	:30	1	\$825.00	3	0.00	NM	1	\$825.00
Nevada Newsmakers - Ch.3 (5:30 AM-6:00 AM) NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S- 1 \$825.00 0.00															
E 37	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
News 3 Sunrise SUNDAY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 1 \$350.00 0.00															
E 38	KSNV	10/07/12	10/07/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Sunday Today <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 1 \$625.00 0.00															
E 39	KSNV	10/07/12	10/07/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
NFL Pre-Game FOOTBALL IN AMERICA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 1 \$2,400.00 0.00															
E 40	KSNV	10/07/12	10/07/12	NFL Football	CM	1P-9PM	-----S	:30	2	\$10,000.00	1	0.00	NM	2	\$20,000.00
NFL Football PLS GIVE MAX SEP. NFL - PLS GIVE MAX SEP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 2 \$10,000.00 0.00															
E 41	KSNV	10/07/12	10/07/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
Jeopardy in Prime JEOP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 1 \$1,200.00 0.00															
E 42	KSNV	10/07/12	10/07/12	LAW & ORDER (synd) PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
Law & Order (synd) PRIME L&O <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 1 \$1,200.00 0.00															
E 43	KSNV	10/07/12	10/07/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
Sa-Su News 3 at Eleven NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 2 \$1,100.00 0.00															
N 44	KSNV	10/03/12	10/03/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$750.00
Jeopardy in Prime PLS AIR 1/DAY JEOP - 1/DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --W---- 1 \$1,000.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/01/12-10/07/12 Jeopardy in PRIME M-SA 8-11p / SUN --W----- :30 \$750.00 0.00 NM															
N 45	KSNV	10/03/12	10/03/12	Wheel of Fortune in PRIME	CM	M-SA 8-11p / SUN	--W----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
Wheel In Prime PLS AIR 1/DAY WHEEL - 1/DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --W---- 1 \$1,300.00 0.00															
													Totals	90	\$92,775.00